

AMENDMENTS TO THE CLAIMS

1. (currently amended) A method for improving an information technology (IT) infrastructure for an organizational entity determining an information technology (IT) infrastructure strategy for an organizational entity, the method comprising:

~~identifying a customer value proposition for the organizational entity; said customer value proposition reflecting an IT end-user's perceived value derived from the use of information technology services~~ configuring a two-dimensional strategy matrix having a plurality of discrete IT profiles defined therein, said IT profiles indicative of a defined cost/benefit value of IT, said strategy matrix further including a first axis corresponding to a degree of centralization of IT infrastructure and a second axis corresponding to a degree of consolidation of IT infrastructure;

~~determining a centralization/consolidation strategy for each of a plurality of infrastructure domains; said centralization/consolidation strategy reflecting the degree of centralization and consolidation to be implemented within said domains~~ for each of a plurality of infrastructure domains, locating a customer value proposition within said strategy matrix, said customer value proposition comprising a user input indicative of value derived from the use of IT services, wherein the location of said customer value proposition within said strategy matrix corresponds to a degree of centralization and consolidation to be applied to the IT infrastructure; and

~~determining a normalized centralization/consolidation strategy over all of said plurality of infrastructure domains~~ using the locations of said customer value propositions for said plurality of infrastructure domains to determine, within said strategy matrix, a best fit location therebetween; and

~~wherein said normalized centralization/consolidation strategy balances said centralization/consolidation strategies for each of said plurality of infrastructure domains, thereby maximizing the value of said information technology services in accordance with said identified customer value proposition~~ using said best fit location to determine the IT infrastructure strategy, wherein said best fit location in said strategy

matrix corresponds to a degree of centralization and consolidation to be implemented for the IT infrastructure.

2. (currently amended) The method of claim 1, wherein said identifying a customer value proposition for the organizational entity further comprises determining a relationship profile for the organizational entity, said relationship profile further comprising one of-a:

a commodity relationship profile, said commodity relationship profile characterized primarily by cost control and economy of scale objectives;

a utility relationship profile, said utility relationship profile characterized by cost control and end-user satisfaction objectives;

a partner relationship profile, said partner relationship profile characterized by end-user satisfaction and localized control objectives; and

an enabler relationship profile, said enabler relationship profile characterized by end-user satisfaction and standardization objectives.

3. (currently amended) The method of claim 1, wherein said centralization/consolidation-strategy matrix further comprises one of:

a first quadrant corresponding to a centralized, consolidated strategy;

a second quadrant corresponding to a centralized, de-consolidated strategy;

a third quadrant corresponding to a decentralized, consolidated strategy;

and

a fourth quadrant corresponding to a decentralized, de-consolidated strategy.

4. (original) The method of claim 3, wherein:

a centralized strategy is characteristic of an increased emphasis on control and standardization of the IT infrastructure;

a decentralized strategy is characteristic of a decreased emphasis on

control and standardization of the IT infrastructure;

a consolidated strategy is characteristic of an increased emphasis on economies of scale and physical co-location of IT infrastructure elements; and

a de-consolidated strategy is characteristic of a decreased emphasis on economies of scale and physical co-location of IT infrastructure elements.

5. (original) The method of claim 4, further comprising:

identifying individual elements within said domains;

identifying costs associated with said individual elements;

identifying benefits associated with said individual elements; and

performing a cost/benefit analysis for said elements within said domains;

wherein said value of said information technology services is determined by subtracting the sum total of said costs of each of said elements within each of said domains from the sum total of the benefits of each of said elements within each of said domains.

6. (original) The method of claim 5, wherein identifying benefits associated with said individual elements further comprises:

identifying attributes of said individual elements; and

determining common attributes among said individual elements, thereby linking said individual elements with a business function provided thereby.

7. (currently amended) A storage medium, comprising:

~~encoded with a machine readable computer program code for improving an information technology (IT) infrastructure for an organizational entity determining an information technology (IT) infrastructure strategy for an organizational entity; and~~

~~.....~~
; the storage medium including instructions for causing a computer to implement a method, the method further comprising:

~~identifying a customer-value proposition for the organizational entity, said customer-value proposition reflecting an IT-end-user's perceived value derived from the use-of-information-technology services~~configuring a two-dimensional strategy matrix having a plurality of discrete IT profiles defined therein, said IT profiles indicative of a defined cost/benefit value of IT, said strategy matrix further including a first axis corresponding to a degree of centralization of IT infrastructure and a second axis corresponding to a degree of consolidation of IT infrastructure;

~~determining a centralization/consolidation strategy for each of a plurality of infrastructure domains, said centralization/consolidation strategy reflecting the degree of centralization and consolidation to be implemented within said domains~~for each of a plurality of infrastructure domains, locating a customer value proposition within said strategy matrix, said customer value proposition comprising a user input indicative of value derived from the use of IT services, wherein the location of said customer value proposition within said strategy matrix corresponds to a degree of centralization and consolidation to be applied to the IT infrastructure; and

~~determining a normalized centralization/consolidation strategy over all of said plurality of infrastructure domains~~using the locations of said customer value propositions for said plurality of infrastructure domains to determine, within said strategy matrix, a best fit location therebetween; and

~~wherein said normalized centralization/consolidation strategy balances said centralization/consolidation strategies for each of said plurality of infrastructure domains, thereby maximizing the value of said information technology services in accordance with said identified customer-value proposition~~using said best fit location to determine the IT infrastructure strategy, wherein said best fit location in said strategy matrix corresponds to a degree of centralization and consolidation to be implemented for the IT infrastructure.

8. (currently amended) The storage medium of claim 7, wherein said identifying a customer value proposition for the organizational entity further comprises

determining a relationship profile for the organizational entity, said relationship profile further comprising one of a:

- a commodity relationship profile, said commodity relationship profile characterized primarily by cost control and economy of scale objectives;
- a utility relationship profile, said utility relationship profile characterized by cost control and end-user satisfaction objectives;
- a partner relationship profile, said partner relationship profile characterized by end-user satisfaction and localized control objectives; and
- an enabler relationship profile, said enabler relationship profile characterized by end-user satisfaction and standardization objectives.

9. (currently amended) The storage medium of claim 7, wherein said centralization/~~consolidation~~ strategy matrix further comprises ~~one of~~:

- a first quadrant corresponding to a centralized, consolidated strategy;
 - a second quadrant corresponding to a centralized, de-consolidated strategy;
 - a third quadrant corresponding to a decentralized, consolidated strategy;
- and
- a fourth quadrant corresponding to a decentralized, de-consolidated strategy.

10. (original) The storage medium of claim 9, wherein:

- a centralized strategy is characteristic of an increased emphasis on control and standardization of the IT infrastructure;
- a decentralized strategy is characteristic of a decreased emphasis on control and standardization of the IT infrastructure;
- a consolidated strategy is characteristic of an increased emphasis on economies of scale and physical co-location of IT infrastructure elements; and
- a de-consolidated strategy is characteristic of a decreased emphasis on economies of scale and physical co-location of IT infrastructure elements.

11. (original) The storage medium of claim 10, further comprising:
identifying individual elements within said domains;
identifying costs associated with said individual elements;
identifying benefits associated with said individual elements; and
performing a cost/benefit analysis for said elements within said domains;
wherein said value of said information technology services is determined
by subtracting the sum total of said costs of each of said elements within each of said
domains from the sum total of the benefits of each of said elements within each of said
domains.

12. (original) The storage medium of claim 11, wherein identifying benefits
associated with said individual elements further comprises:
identifying attributes of said individual elements; and
determining common attributes among said individual elements, thereby
linking said individual elements with a business function provided thereby.

13-18. (cancelled)